

Adopted: September 2001 , Revised: _____**Class Title: Director Of Communications****BRIEF DESCRIPTION OF THE CLASSIFICATION:**

Manages communications and media relations. Acts as a liaison to outside organizations and provides communications counsel to City leaders and personnel.

ESSENTIAL FUNCTIONS:

This information is intended to be descriptive of the key responsibilities of the classification. The following examples do not identify all duties performed by any single incumbent. Specific requirements of individual positions are described in the Job Description.

Physical Strength Code		ESSENTIAL FUNCTIONS
1	L	Manages communications and media relations by conducting research, writing and editing publications and speeches, making site visits, responding to telephone inquiries, conducting meetings, and providing emergency response as needed.
2	L	Acts as a liaison to City leaders, personnel, and outside organizations by providing support to the City Manager's office, reading and writing publications and speeches, traveling to various locations, and visiting work sites.

Adopted: September 2001 , Revised: _____**CLASS REQUIREMENTS:**

CLASS REQUIREMENTS	
Formal Education / Knowledge	Work requires broad knowledge in a general professional or technical field. Knowledge is normally acquired through four years of college resulting in a Bachelor's degree or equivalent.
Experience	Five years experience.
Certifications and Other Requirements	Valid Driver's License
Reading	Work requires the ability to read technical manuals, news media, and related materials.
Math	Work requires the ability to perform general math calculations such as addition, subtraction, multiplication and division, and statistics.
Writing	Work requires the ability to write speeches, media releases, and related materials.
Managerial	Managerial responsibilities include developing communication strategies, and managing emergency response and coordinating activities with personnel and outside parties.
Budget Responsibility	Oversees budget preparation of bureau budget and reviews and approves expenditures of significant budgeted funds for the bureau and may research and prepare recommendations for city-wide budget expenditures.
Supervisory / Organizational Control	Work requires managing and monitoring work performance by directing subordinate supervisors or administrators, including making final decisions on hiring and disciplinary actions, evaluating program/work objectives and effectiveness, and realigning work and staffing assignments, as needed.
Complexity	Work is governed by broad instructions, objectives and policies. Work requires the exercise of considerable initiative and independent analytical and evaluative judgment.
Interpersonal / Human Relations Skills	Contacts others within the organization. These contacts may involve similar work units or departments within the City which may be involved in decision making or providing approval or decision making authority for purchases or projects. Works with individuals outside the City who may belong to professional or peer organizations. Working with various state and federal agencies may also be required. Vendors and suppliers may also be called upon for information on purchases, supplies or products. Meetings and discussions may be conducted with customers, brokers and sales representatives.

Adopted: September 2001 , Revised: _____**OVERALL PHYSICAL STRENGTH DEMANDS:**

Sedentary	Light X	Medium	Heavy	Very Heavy
S = Sedentary Exerting up to 10 lbs. occasionally or negligible weights frequently; sitting most of the time	L = Light Exerting up to 20 lbs. occasionally, 10 lbs. frequently, or negligible amounts constantly OR requires walking or standing to a significant degree.	M = Medium Exerting 20-50 lbs. occasionally, 10-25 lbs. frequently, or up to 10 lbs. constantly.	H = Heavy Exerting 50-100 lbs. occasionally, 25-50 lbs. frequently, or up to 10-20 lbs. constantly.	VH = Very Heavy Exerting over 100 lbs. occasionally, 50-100 lbs. frequently, or up to 20-50 lbs. constantly.

PHYSICAL DEMANDS:

C = Continuously 2/3 or more of the time.	F = Frequently From 1/3 to 2/3 of the time.	O = Occasionally Up to 1/3 of the time.	R = Rarely Less than 1 hour per week.	N = Never Never occurs.
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This is a description of the way the job is currently performed; it does not address the potential for accommodation.

PHYSICAL DEMANDS	FREQUENCY CODE	DESCRIPTION
Standing	F	Site visits, consulting with personnel and the general public
Sitting	F	Deskwork, meetings, driving
Walking	F	To and from other departments and meetings, Site visits
Lifting	F	Materials and equipment
Carrying	F	Materials and equipment
Pushing/Pulling	F	Materials and equipment
Reaching	F	For items on higher shelves
Handling	F	Materials and equipment
Fine Dexterity	F	Computer keyboard, telephone keypad, writing
Kneeling	O	Setting up exhibits, site visits
Crouching	O	Setting up exhibits, site visits
Crawling	O	Setting up exhibits, site visits
Bending	F	Setting up exhibits, site visits, using equipment
Twisting	F	Setting up exhibits, site visits
Climbing	N	
Balancing	N	
Vision	C	Site visits, observation of work activities, computer, reading, driving
Hearing	C	Staff, supervisor, general public, meetings
Talking	F	Staff, supervisor, general public, meetings
Foot Controls	F	Driving
Other (specify)	N	

Adopted: September 2001 , Revised: _____**MACHINES, TOOLS, EQUIPMENT, AND WORK AIDS:**

Computer, Standard Microsoft Windows and Office software, laser or inkjet printer, TV/VCR, cameras, pager, fax machine, copy machine, telephone

ENVIRONMENTAL FACTORS:

D = Daily	W = Several Times Per Week	M = Several Times Per Month	S = Seasonally	N = Never
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HEALTH AND SAFETY		ENVIRONMENTAL FACTORS	
Mechanical Hazards	N	Dirt and Dust	D
Chemical Hazards	N	Extreme Temperatures	S
Electrical Hazards	N	Noise and Vibration	N
Fire Hazards	N	Fumes and Odors	N
Explosives	N	Wetness/Humidity	S
Communicable Diseases	N	Darkness or Poor Lighting	N
Physical Danger or Abuse	N		
Other (see 1 below)	N		

PRIMARY WORK LOCATION	
Office Environment	X
Warehouse	--
Shop	--
Vehicle	--
Outdoors	--
Other (see 2 below)	--

(1)

(2)

PROTECTIVE EQUIPMENT REQUIRED:

None

NON-PHYSICAL DEMANDS:

C = Continuously 2/3 or more of the time.	F = Frequently From 1/3 to 2/3 of the time.	O = Occasionally Up to 1/3 of the time.	R = Rarely Less than 1 hour per week.	N = Never Never occurs.
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NON-PHYSICAL DEMANDS	
Time Pressures	F
Emergency Situations	R
Frequent Change of Tasks	F
Irregular Work Schedule/Overtime	F
Performing Multiple Tasks Simultaneously	F
Working Closely with Others as Part of a Team	F
Tedious or Exacting Work	F
Noisy/Distracting Environment	F
Other (see 3 below)	N

(3)